



Application No. 09/540,214
Attorney Docket No.: 00-006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Walker et al.

Application No.: 09/540,214

Filed: March 31, 2000

For: METHOD AND APPARATUS FOR
CONDUCTING A TRANSACTION
BASED ON BRAND
INDIFFERENCE

Customer No. 22927

) Group Art Unit: 3622

) Examiner: Arthur D. Duran
(703) 305-4687
(703) 872-9326 /fax

) **AMENDMENT AND RESPONSE**
) **to the Final Office Action**
) **Mailed April 03, 2003**
) **(Paper No. 13)**

) Attorney Docket No. 00-006

CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office OR deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450.

Dated: July 10, 2003 By:

Veronika S. Leliever

Mail Stop: Fee Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Final Office Action mailed April 03, 2003, (Paper No. 13), entry of the following amendments and consideration of the following remarks into the above identified application are respectfully requested.

RECEIVED
JUL 18 2003
GROUP 3600